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Drupal Launches Game-Changing CMS Platform, Empowering Marketers to Create Exceptional Digital Experiences

New Drupal CMS makes Drupal's powerful features accessible to marketers and content teams through an intuitive interface and smart defaults

Drupal today launched Drupal CMS, an innovative platform that empowers marketers and content teams to create exceptional digital experiences. This initial release marks a significant milestone in Drupal's mission to democratize enterprise-grade web development while maintaining its commitment to open source values.

Drupal CMS introduces an intuitive, marketer-friendly interface built on Drupal's robust foundation, significantly lowering the learning curve, barrier to adoption, and cost of maintenance for Drupal sites. The platform features smart defaults for common marketing tasks, AI-powered tools for faster implementation, and seamless integration with popular marketing technologies—all while preserving Drupal's renowned flexibility and scalability.

"With Drupal CMS, we're making powerful web development accessible to more content creators, marketers, and web managers. This is the first exciting step in our three-year strategy to make Drupal CMS the gold standard for no-code website building," said Dries Buytaert, Drupal Founder and Project Lead. "Organizations will no longer need to choose between ease of use and the ability to grow."

"This release represents the collective effort of our global community all working together to make the web more open and accessible," said Tim Doyle, Chief Executive Officer at the Drupal Association. "It demonstrates the incredible power of open source collaboration to transform how we build for the web."

Drupal CMS includes a curated selection of modules from Drupal's vast ecosystem of 4,800+ community contributions, offering an out-of-the-box experience that enables organizations to build sophisticated websites quickly.

Key features of Drupal CMS include:

- User-friendly interface designed specifically for marketers
- Smart defaults for quick setup and deployment
- AI-powered tools that reduce implementation time
- Built-in SEO, analytics, and accessibility tools
- Automatic updates and security management
- Open source flexibility that prevents vendor lock-in

Drupal CMS particularly serves mid-size organizations and departments within larger enterprises that need ambitious digital experiences but may have limited technical resources. The platform enables marketing teams to be self-sufficient. They will be able to:

- Launch new websites and digital campaigns faster
- Maintain consistency across digital properties
- Integrate with existing marketing tools
- Scale their digital presence without technical limitations
- Protect user privacy and security through open source transparency
- Rollout sites in multiple languages

Drupal CMS is built on the robust foundation of Drupal Core, ensuring full compatibility with Drupal's extensive ecosystem while introducing new tools that make the platform accessible to a broader audience of digital creators—all part of its commitment to the open web.

Drupal CMS is supported by an ambitious development roadmap and an extensive network of Drupal partners and digital agencies around the globe. Regular feature updates will continue to enhance the platform throughout 2025 and beyond, including the addition of Experience Builder—a groundbreaking visual tool for intuitive website design.

Drupal CMS is available starting January 15, 2025. For more information about Drupal CMS and to get started, visit drupal.org/drupal-cms

About Drupal

Drupal is one of the world's most trusted open source content management platforms, powering millions of websites and digital experiences since its creation in 2001. From humble beginnings in a university dorm room, Drupal has grown into a global force in web technology, supported by a community of thousands of active contributors worldwide.

Today, more than 500,000 websites run on Drupal, including digital experiences for NASA, the BBC, UNICEF, Tesla, and government agencies around the world. This diverse adoption showcases Drupal's versatility and enterprise-grade capabilities. The platform's economic impact is significant, with an estimated \$3.5 billion in Drupal-based projects, including development and hosting, generated annually through the global ecosystem of Drupal agencies and service providers.

Recognized as a Digital Public Good, Drupal's commitment to innovation, security, and accessibility has made it a cornerstone of the open web. Through continuous community-driven development and a dedication to web standards, Drupal has consistently evolved to meet the changing needs of the digital world while maintaining its core values of flexibility, security, and community collaboration.

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